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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/828,799	04/22/2004	Larry L. Russell	REED1001.11	5064
47953 7590 06/08/2009 LAW OFFICES OF K. W. WANG 3342 PARK RIDGE DR RICHMOND, CA 94806				
EXAMINER				
PHAM, KHANH B				
ART UNIT		PAPER NUMBER		
2166				
MAIL DATE		DELIVERY MODE		
06/08/2009		PAPER		

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

10/828,799

Applicant(s)

RUSSELL, LARRY L.

Examiner

Khanh B. Pham

Art Unit

2166

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 17 February 2009.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-8 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-8 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☐ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SF/ICE)
- 4) ☐ Interview Summary (PTO-413)
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____
- Paper No(s)/Mail Date _____

DETAILED ACTION

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 2/17/2009 has been entered.

Specification

2. The title of the invention is not descriptive. A new title is required that is clearly indicative of the invention to which the claims are directed.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

4. **Claims 1-3, 5, 7-8** are rejected under 35 U.S.C. 102(e) as being anticipated by Kelly et al. (US 5,907,322 A), hereinafter "**Kelly**".

As per claim 1, Kelly teaches a method of providing directed search for a website address broadcast on television (Col. 1 lines 15-30 and 55-67) comprising:

- "creating a database containing one or more website identifiers input by an advertiser associated with the television broadcast of the web site address" at Col. 3 lines 10-15;
- "permitting a user to search the database by inputting at least one of the web site identifiers" at Col. 3 lines 4-27;
- "providing to the user a search response including one or more web site address broadcast on television" at Col. 3 lines 23-27;
- "wherein the one or more web site identifiers include at least one member of the group consisting of: a physical location where the user received the television broadcast of the web site address; a time of day or date or dates when the user received the television broadcast of the web site address; a channel number or call-letters for the station on which the web site address was broadcast; and the name of a television program the user watched when the web site address was broadcast" at Col. 3 lines 17-23.

As per claim 2, Kelly teaches the method of claim 1, wherein "the search response further includes information related to a web site associated with the web site address broadcast on television" at Col. 3 lines 23-27.

As per claim 3, Kelly teaches the method of claim 1, wherein "the one or more web site identifiers further include at least one member of the group consisting of: a product or products associated with the web site address; a service or services associated with the web site address; a subject matter of interest associated with the television program or the web site address broadcast on television; and the name of a host, celebrity or personality associated with the television program" at Col. 3 lines 17-23.

As per claim 5, Kelly teaches a method for creating a directed search database of web sites broadcast on television (Col. 1 lines 15-30 and 55-67) comprising

- "providing each of a plurality of information providers access to a secured portion of the database" at Col. 3 lines 10-15;
- "providing each information provider one or more identifier categories" at Col. 3 lines 10-15;
- "allowing each information provider to store in the secured portion of the database one or more identifiers associated with a web site broadcast on television, each identifier corresponding to an identifier category" at Col. 3 lines 10-15;
- "creating a search query with the one or more identifier categories" at Col. 3 lines 15-20;
- "wherein the one or more identifiers associated with a web site broadcast on television include at least one member of the group consisting of: a physical location where the user received the television broadcast of the web site

address; a time of day or date or dates when the user received the television broadcast of the web site address; a channel number or call-letters for the station on which the web site address was broadcast; and the name of a television program the user watched when the web site address was broadcast" at Col. 3 lines 5-15;

- "wherein a user searches the database by inputting at least one identifier in the search query, and a search result including a web site associated with the input identifier is provided when the search query is executed" at Col. 3 lines 4-28.

As per claim 7, Kelly teaches the method of claim 5, further comprising:

"allowing each information provider to store in the secured portion of the database non-identifier information relating to the web site" at Col. 3 lines 10-15.

As per claim 8, Kelly teaches the method of claim 5, wherein "the one or more identifiers associated with a web site broadcast on television further include at least one member of the group consisting of: a product or products associated with the web site address; a service or services associated with the web site address; a subject matter of interest associated with the television program or the web site address broadcast on television; and the name of a host, celebrity or personality associated with the television program" at Col. 3 lines 10-25.

Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. **Claims 4, 6** are rejected under 35 U.S.C. 103(a) as being unpatentable over Kelly as applied to claims 1-3, 5, 7-8 above, and in view of Toki (US 5,895,462 A), hereinafter "Toki".

As per claims 4, 6, Kelly teaches the method of claims 1, 5 discussed above. Kelly does not explicitly teach that "the database is password protected". However, Toki a secured address database for storing URLs which is password protected at Col. 11 lines 33-45 and Fig. 14. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to implement a password protected database as suggested by Toki in order to prevent unauthorized accessing and modification to the database.

Conclusion

Examiner's Note: Examiner has cited particular columns and line numbers in the references applied to the claims above for the convenience of the applicant. Although the specified citations are representative of the teachings of the art and are applied to

specific limitations within the individual claim, other passages and figures may apply as well. It is respectfully requested from the applicant in preparing responses, to fully consider the references in entirety as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the Examiner.

In the case of amending the Claimed invention, Applicant is respectfully requested to indicate the portion(s) of the specification which dictate(s) the structure relied on for proper interpretation and also to verify and ascertain the metes and bounds of the claimed invention.

The prior art made of record, listed on form PTO-892, and not relied upon, if any, is considered pertinent to applicant's disclosure.

If a reference indicated as being mailed on PTO-FORM 892 has not been enclosed in this action, please contact Lisa Craney whose telephone number is **(571) 272-3574** for faster service.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Khanh B. Pham whose telephone number is (571) 272-4116. The examiner can normally be reached on Monday through Friday 7:30am to 4:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Hosain Alam can be reached on (571) 272-3978. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Khanh B. Pham/
Primary Examiner
Art Unit 2166

June 4, 2009